

THIS IS A  
**WARNER BROS.**  
*Campaign!*

**THE STORY**

(Not For Publication)

Shirley Temple, 18-year-old colleen and her uncle, Barry Fitzgerald, fabulous trainer of steeplechase horses, arrive from Ireland so the latter can take a job as assistant trainer for a vast thoroughbred establishment. Top rider Lon McCallister falls in love with Shirley but she remains indifferent because her brother, also a jockey, had been killed on the turf. Meanwhile, Fitzgerald has taken to a little yearling called Seabiscuit. The owner is urged to sell the colt, but Fitzgerald talks him into keeping it. However, the two-year-old Seabiscuit never even sees show place in any race. Offered head trainer position with a California rancher, Fitzgerald prevails upon his new employer not only to buy Seabiscuit, but also to buy up the contract of the young jockey. With Fitzgerald's great knowledge of horses and McCallister's riding ability, Seabiscuit fast becomes a top money horse. Fitzgerald convinces Shirley that Lon is a born rider. On handicap day, everyone including Shirley, appears to cheer Seabiscuit, with Lon in the saddle, to victory.

(Running Time: 93 Min.)

**MAKE WAY FOR THIS ONE!**

...your heart will ride high with happiness!!!



**THRILLS!** Pounding hearts and pounding hoofs! The 'orphan horse' races to glory!



**AUCTION**



**DRAMA!** Gone to the highest bidder...and a young girl's tears go with him!

It's the true story of the gallant stallion whose fight for fame brought an oldtimer his big dream and two young-timers their big love!



WARNER BROS. PRESENT

**THE STORY OF**

**SEABISCUIT**

COLOR BY **TECHNICOLOR**

STARRING

**SHIRLEY TEMPLE · BARRY FITZGERALD**

ALSO STARRING

**LON McCALLISTER**

DIRECTED BY **DAVID BUTLER**

WRITTEN BY **JOHN TAINOR FOOTE**





# HEAD OF THE HERD IN THE BLUE GRASS - HEADING STRAIGHT FOR YOUR HEART!



Here it is!  
The thrill-saga  
of the 'orphan horse'  
who galloped to glory  
on million dollar legs!

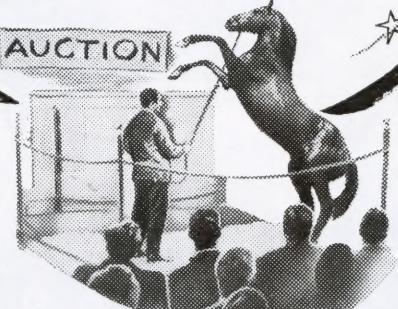
An oldtimer  
wins his  
big dream  
— and two  
young-timers  
win their  
big love!



**THE  
STORY  
OF**

# SEABISCUIT

COLOR BY  
**TECHNICOLOR**



From  
**WARNER  
BROS.**  
— a great  
new hit with  
a heartbeat  
all its own!

STARRING  
**SHIRLEY TEMPLE · FITZGERALD**

ALSO STARRING  
**LON McCALLISTER** DIRECTED BY  
**DAVID BUTLER**  
WRITTEN BY JOHN TAINTOR FOOTE

MAT 305 — 3 cols. x 12 7/8 inches (540 lines)

(Also in 2-column size. See page 6)

## THE CAST

<i>Margaret O'Hara</i> .....	Shirley Temple
<i>Shawn O'Hara</i> .....	Barry Fitzgerald
<i>Ted Knowles</i> .....	Lon McCallister
<i>Mrs. C. S. Howard</i> .....	Rosemary DeCamp
<i>George Carson</i> .....	Donald MacBride
<i>Charles S. Howard</i> .....	Pierre Watkin
<i>Thomas Millford</i> .....	William Forrest
<i>Murphy</i> .....	"Sugarfoot" Anderson
<i>Jockey George Woolf</i> .....	Wm. J. Cartledge

## THE PRODUCTION

Produced by William Jacobs. Directed by David Butler.  
Written by John Taintor Foote. Photography by Wilfrid  
M. Cline, A.S.C. Art Director Douglas Bacon. Film Editor  
Irene Morra. Sound by Oliver S. Garretson. Set Decorator  
Lyle B. Reifsnider. Special Effects by Roy Davidson, Di-  
rector: H. F. Koenekamp, A.S.C. Music by David But-  
tolph. Orchestrations, Maurice de Packh. Technicolor  
Color Consultant Mitchell Kovelaski. Wardrobe by Leah  
Rhodes. Makeup Artist Perc Westmore.



POUNDING OUT OF THE HEART OF THE BLUE GRASS  
 ...A STORY WITH A HEART-BEAT ALL ITS OWN!



A gallant stallion's fight for fame brings an oldtimer his big break—and two young-timers their big love!

WARNER BROS. PRESENT

Make way for this one!  
 IT'S THE THRILL-SAGA OF THE 'ORPHAN HORSE' WHO RACED TO GLORY!

THE STORY OF SEABISCUIT



COLOR BY

TECHNICOLOR



STARRING

SHIRLEY TEMPLE · BARRY FITZGERALD

ALSO STARRING

LON McCALLISTER

DIRECTED BY DAVID BUTLER

WRITTEN BY JOHN TAINTOR FOOTE



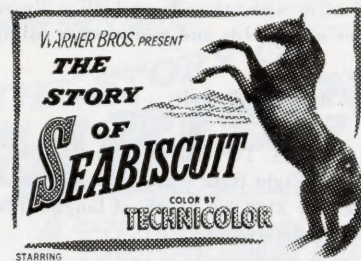
MAT 303 — 3 cols. x 9 7/8 inches (405 lines)

(Also in 2-column size. See page 7)



STARRING SHIRLEY TEMPLE · BARRY FITZGERALD · LON McCALLISTER  
 DIRECTED BY DAVID BUTLER · WRITTEN BY JOHN TAINTOR FOOTE

MAT 202 — 2 cols. x 2 1/4 inches (64 lines)



STARRING SHIRLEY TEMPLE · BARRY FITZGERALD  
 ALSO STARRING LON McCALLISTER  
 DIRECTED BY DAVID BUTLER  
 WRITTEN BY JOHN TAINTOR FOOTE

MAT 101

1 col. x 1 7/8 inches (26 lines)



# HURLING OUT OF THE HILLS OF THE BLUE GRASS

...the thrill-pounding story of the 'orphan horse'  
who raced to glory!



There's a heartbeat to match every hoof-beat when an old-timer gets his last chance to saddle a champion ...and two young-timers take their first chance on love!



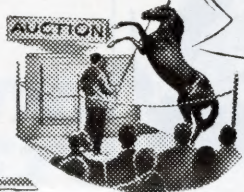
WARNER BROS.  
PRESENT

## THE STORY OF SEABISCUIT

COLOR BY  
TECHNICOLOR

DRAMA!

Gone to the highest bidder... and a young girl's tears go with him!



STARRING

SHIRLEY TEMPLE · BARRY FITZGERALD

ALSO STARRING

LON McCALLISTER

DIRECTED BY DAVID BUTLER  
WRITTEN BY JOHN TAINOR FOOTE



MAT 302 — 3 cols. x 8 7/8 inches (375 lines)

### Latest Warner Shorts

"SPILLS AND CHILLS" . . . Hair-breadth stunts performed high in the air, combined with crashing cars, motorcycles and locomotives, make for seat-edged tension in this danger-packed short.

5606 . . . Sports News Reviews—10 min.

"BYE BYE BLUEBIRD" . . . A mirthful myth about a mouse who saves Porky Pig from becoming a ham sandwich.

5716 . . . Technicolor Cartoon—7 min.

"HORSE AND BUGGY DAYS" . . . A melodic tour of the gay nineties with take-offs on Lillian Russell, Eddie Foy, Weber and Fields and many other all-time favorites.

6601 . . . Vitaphone Novelty—10 min.

"SO YOU WANT TO GET RICH QUICK" . . . Joe ("Behind The Eight Ball") McDoakes is bandied about by the fates for \$100,000 worth of laughs in this latest McDoakes mirth-terpiece.

6401 . . . Joe McDoakes Comedy—10 min.

"JUNGLE TERROR" . . . Thrill to the soul searing cries of the denizens of the jungle, as the camera carrying safari explores nature's glorious wasteland.

6002 . . . Technicolor Special—20 min.

MAT 206  
2 cols. x 7 inches (196 lines)

### POUNDING OUT OF THE HEART OF THE BLUE GRASS!

— A story with a heartbeat all its own!

WARNER BROS.  
PRESENT

## THE STORY OF SEABISCUIT

COLOR BY  
TECHNICOLOR



STARRING

SHIRLEY TEMPLE · BARRY FITZGERALD

ALSO STARRING

LON McCALLISTER · BARRY FITZGERALD

DIRECTED BY

DAVID BUTLER

WRITTEN BY JOHN TAINOR FOOTE





*Fiery Drama!*  
*Roaring Excitement!*  
*Tender Romance!*  
*Technicolor!*

**THE HEART-POUNGING  
 THRILL-STORY OF THE  
 'ORPHAN HORSE' WHO  
 RACED TO GLORY!**



A gallant stallion's  
 fight for fame  
 brings an oldtimer  
 his big dream  
 and two  
 young-timers  
 their big love!



WARNER BROS.  
 PRESENT

THE STORY OF

**SEABISCUIT**



COLOR BY  
**TECHNICOLOR**



STARRING

BARRY

SHIRLEY TEMPLE · FITZGERALD

ALSO STARRING

LON McCALLISTER DIRECTED BY DAVID BUTLER  
 WRITTEN BY JOHN TAINTOR FOOTE



MAT 304 — 3 cols. x 10 7/8 inches (426 lines)

(Also in 2-column size. See page 7)

**OFFICIAL BILLING**

WARNER BROS.	50%
PICTURES PRESENTS	5%
"THE STORY OF SEABISCUIT"	100%
Color by	15%
TECHNICOLOR	30%
Starring	
SHIRLEY TEMPLE — BARRY FITZGERALD	75%
LON McCALLISTER	60%
* * *	
Written by John Taintor Foote	10%
* * *	
Directed by David Butler	25%
* * *	
A Warner Bros. First National Picture	5% 1/2%

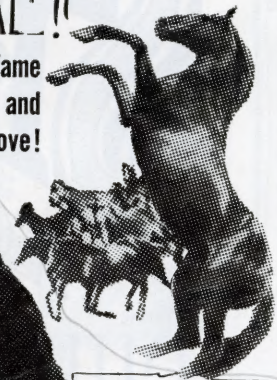
← Good Ad  
 For a Herald!  
 Print Locally.  
 ←

**Retouched Ad Art**

Retouched art used in the ads in this campaign available as 8 x 10's for your use in lobbies, blow-ups and displays. Order from National Screen.

**RISING ABOVE THEM AL'!**

A gallant stallion's fight for fame  
 brings an oldtimer his big dream and  
 two young-timers their big love!



WARNER BROS. PRESENT

THE STORY OF

**SEABISCUIT**

COLOR BY  
**TECHNICOLOR**



STARRING

SHIRLEY TEMPLE · BARRY FITZGERALD  
 ALSO STARRING LON McCALLISTER DIRECTED BY DAVID BUTLER  
 WRITTEN BY JOHN TAINTOR FOOTE



Pounding hearts  
 match pounding hoofs  
 The thrill-by-thrill  
 story of the  
 'orphan horse' who  
 had one last chance  
 to be a champion!

MAT 203 — 2 cols. x 5 3/4 inches (164 lines)



**POUNGING HEARTS!  
POUNGING  
HOOFS!**

THE STORY  
OF THE  
'ORPHAN HORSE'  
WHO RACED  
TO GLORY!



A gallant  
stallion's fight  
for fame brings  
an old timer  
his dream  
— and two  
young timers  
their big love!



**THE  
STORY  
OF  
SEABISCUIT**  
COLOR BY  
TECHNICOLOR  
NEW THRILL-HIT FROM  
WARNER BROS.



STARRING  
**SHIRLEY TEMPLE BARRY  
FITZGERALD**

ALSO STARRING **LON  
McCALLISTER** DIRECTED BY **DAVID BUTLER**  
WRITTEN BY JOHN TAINTOR FOOTE

MAT 208 — 2 cols. x 12 3/4 inches (346 lines)

**HEAD OF THE HERD IN THE  
BLUE GRASS — HEADING  
STRAIGHT FOR  
YOUR HEART!**



Here it is!  
The thrill-saga  
of the 'orphan horse'  
who galloped to glory  
on million dollar legs!

A heartbeat  
to match every  
hoofbeat...  
but nothing  
can match  
its thrill!

THE  
STORY  
OF

**SEABISCUIT**

COLOR BY  
TECHNICOLOR



AUCTION



NEW  
HIT  
FROM  
WARNER  
BROS.

STARRING **BARRY  
SHIRLEY TEMPLE · FITZGERALD**  
ALSO STARRING **LON McCALLISTER** DIRECTED BY **DAVID BUTLER**  
WRITTEN BY JOHN TAINTOR FOOTE

MAT 207 — 2 cols. x 8 3/4 inches (242 lines)

(Also in 3-column size. See page 2)

WARNER BROS. PRESENT  
**THE STORY OF  
SEABISCUIT**  
COLOR BY  
TECHNICOLOR

STARRING **BARRY  
SHIRLEY TEMPLE · FITZGERALD** ALSO STARRING **LON  
McCALLISTER**

DIRECTED BY DAVID BUTLER • WRITTEN BY JOHN TAINTOR FOOTE

MAT 201 — 2 cols. x 1 3/4 inches (46 lines)



**POUNDING HOOFs**  
match  
**POUNDING HEARTS!**



WARNER BROS. PRESENT

**THE STORY OF SEABISCUIT**  
COLOR BY **TECHNICOLOR**

STARRING  
**SHIRLEY TEMPLE · BARRY FITZGERALD**

ALSO STARRING  
**LON McCALLISTER**

DIRECTED BY **DAVID BUTLER** WRITTEN BY **JOHN TAINTOR FOOTE**

MAT 102  
1 col. x 4¾ inches (66 lines)

MAT 301  
3 cols. x 7¾ inches  
(330 lines)

**THRILL-BY-THRILL IT POUNDS INTO YOUR HEART!**



**THE STORY OF SEABISCUIT**  
IN COLOR BY **TECHNICOLOR**

PRESENTED BY **WARNER BROS.**

An oldtimer wins his big dream — and two young-timers win their big love!

Here it is! — All the thundering power and glory of the 'orphan horse' the whole nation cheered to victory!

STARRING **BARRY SHIRLEY TEMPLE · FITZGERALD**

ALSO STARRING **LON McCALLISTER** DIRECTED BY **DAVID BUTLER**

WRITTEN BY **JOHN TAINTOR FOOTE**

**POUNDING OUT OF THE HEART OF THE BLUE GRASS**  
...A STORY WITH A HEART-BEAT ALL ITS OWN!



A gallant stallion's fight for fame brings an oldtimer his big break—and two young-timers their big love!

Make way for this one!  
IT'S THE THRILL-SAGA OF THE 'ORPHAN HORSE' WHO RACED TO GLORY!

WARNER BROS. PRESENT

**THE STORY OF SEABISCUIT**  
COLOR BY **TECHNICOLOR**

STARRING **SHIRLEY TEMPLE · BARRY FITZGERALD**

ALSO STARRING **LON McCALLISTER** DIRECTED BY **DAVID BUTLER** WRITTEN BY **JOHN TAINTOR FOOTE**

MAT 204 — 2 cols. x 6¾ inches (180 lines)

(Also in 3-column size. See page 3)

MAT 205  
2 cols. x 6¾ inches  
(188 lines)

(Also in 3-column size. See page 5)

*Fiery Drama!*  
*Roaring Excitement!*  
*Tender Romance!*  
*Technicolor!*

**THE HEART-POUNDING THRILL-STORY OF THE 'ORPHAN HORSE' WHO RACED TO GLORY!**

A gallant stallion's fight for fame brings an oldtimer his big dream and two young-timers their big love!

WARNER BROS. PRESENT

**THE STORY OF SEABISCUIT**  
COLOR BY **TECHNICOLOR**

STARRING **SHIRLEY TEMPLE · BARRY FITZGERALD**

ALSO STARRING **LON McCALLISTER** DIRECTED BY **DAVID BUTLER** WRITTEN BY **JOHN TAINTOR FOOTE**



# EXPLOITATION

## 24-SHEET CUT-OUT FOR LOBBY

Cut out art from 24-sheet, add ad copy and back panel for effective setpiece in color (see cut). Actual size of display runs 4' x 5½'.



### CONTEST IDEA

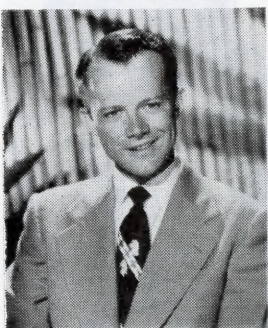
Contestants identify following horse films from scene stills (check your own files or contact National Screen). Award pass prizes, request 25-word finish to sentence beginning, "I want to see Warner Bros. 'The Story of Seabiscuit' because . . . . ."

- |                         |                   |
|-------------------------|-------------------|
| Black Beauty            | My Friend Flicka  |
| Gallant Bess            | Return of October |
| Thunderhead             | National Velvet   |
| The Story of Seabiscuit |                   |

### Window Tie-up Stills

Selected 8x10's for merchant windows and co-op ads.

ORDER "Window Stills No. 719" — set of 4, or individually by number — from National Screen Service.



Haberdashery  
719-636 (McCallister)



Jewelers  
ST-54



Ski Suit  
ST-93

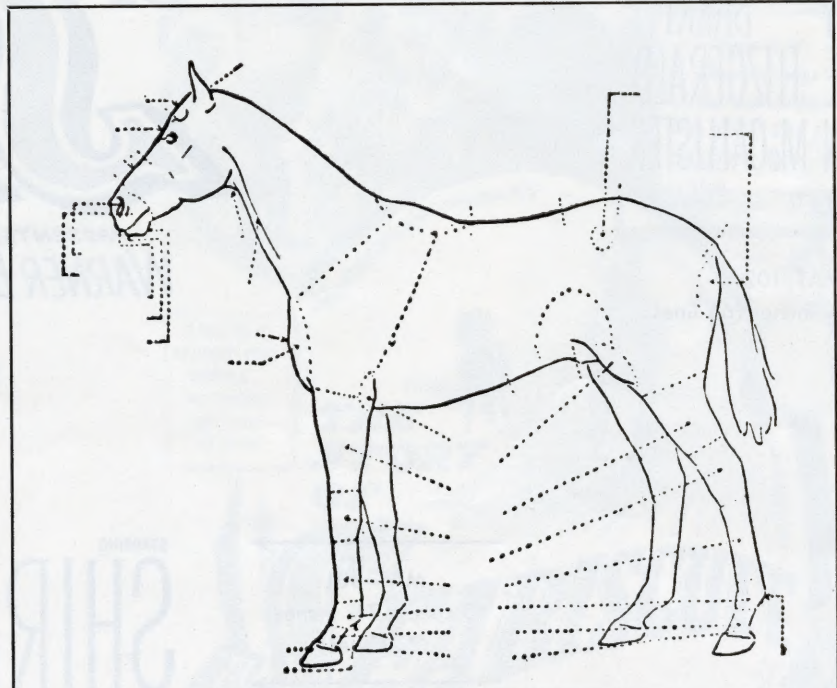


Binoculars  
719-601 (Fitzgerald)

## 2-Col. Teaser Throwaway

Here's the idea: Official Jockey Club diagram of horse, identifying various points of breeding, suggests teaser throwaway (see cut). Print quantities, as desired, locally and fold top over as shown in small diagram below — center panel is for theatre imprint as suggested. Art can also be used as basis of contest where contestants must name portions of horse indicated by dotted lines. All art shown available on one 2-column mat.

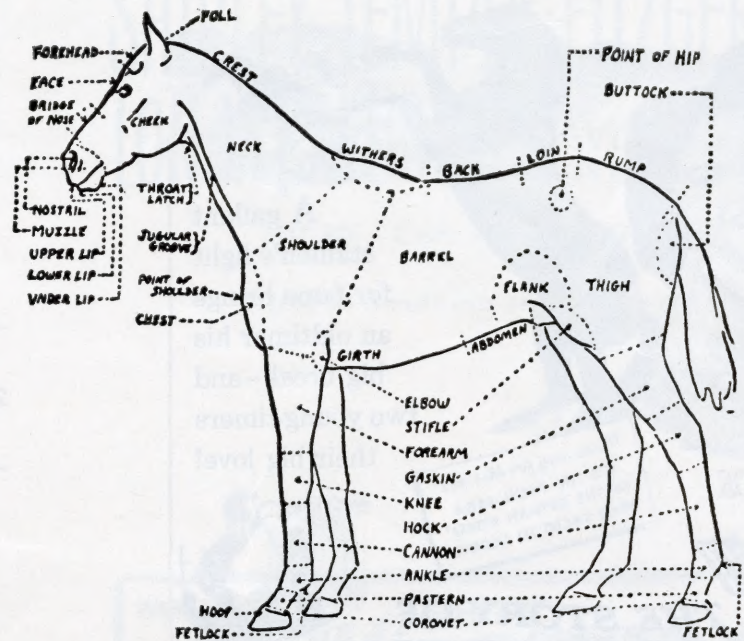
ORDER "Mat Number 719-202-X" from National Screen Service Exchange.



[ THEATRE IMPRINT ]

### TEST YOUR 'HORSE SENSE'

Can You Name the Different Parts of a Horse As Indicated in This Diagram? Lift the Flap for the Correct Answers.



NOTE: Space allotted here for theatre imprint should be increased in actual throwaway to one-third of total folder (see diagram, left) so that teaser copy is visible.

← This is how it folds.

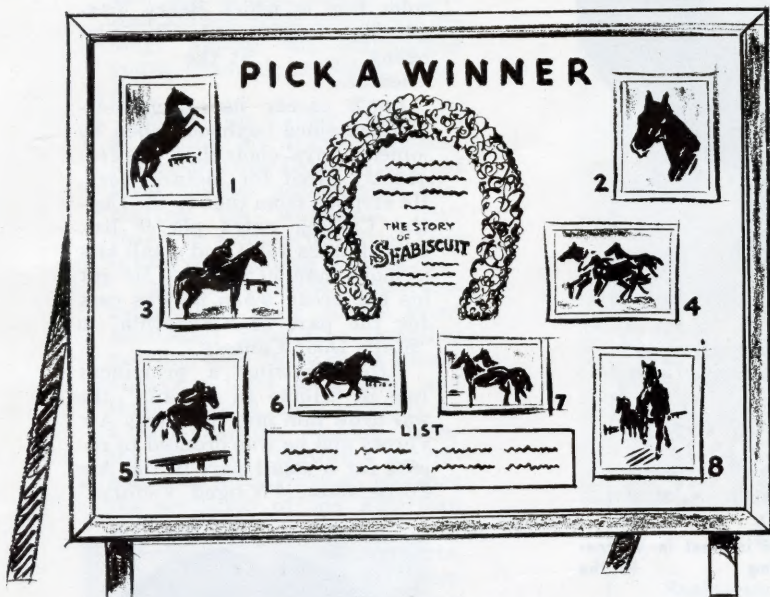


# LOBBY "LUCKY" HORSE BOARD

**Idea:** Promote stills of champion horses from your local newspaper files for lobby 40x60 as suggested. Staff artist prepares floral wreath. Horses are identified by number. Contestants receive ballots listing by name each horse pictured, fill in following: "Horse number ..... is Seabiscuit. I want to see Warner Bros.' 'The Story of Seabiscuit' because ....." Display copy reads:

## PICK A WINNER

From Among These Champions! Identify "Seabiscuit" and win guest seats for Warner Bros.' Technicolor Film, "The Story of Seabiscuit"



## LIST OF CHAMPIONS

War Admiral	Gallant Fox	Challedon
Man o'War	Bold Venture	Seabiscuit
Whirlaway	Twenty Grand	Shut Out

## FREE!

# RADIO RECORDINGS

5-MIN. INTERVIEWS

with **Shirley Temple**  
and **Director David Butler**

(on separate discs)

## Also Free!

### SPOT ANNOUNCEMENT CAMPAIGN

1-min. spots and 15-second station breaks  
(all on one record)

Order any or all records direct from Warner Bros. Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.  
Be sure to specify which you want!

# National Tie-Ups

## LUX SOAP

Full-page ad breaks in November issues of following publications:

- Ladies' Home Journal
- Woman's Home Companion
- Good Housekeeping
- Photoplay
- True Story
- Cosmopolitan
- True Confessions
- Successful Farming
- Seventeen
- Capper's Farmer
- American Weekly (Nov. 6th)



## DELTAH PEARLS

Full-page, full-color ad breaks in current issues of

- Silver Screen
- Photoplay
- Motion Picture

**COUNTER CARD** — 30,000 laminated (new process) cards in 4 colors — size 10½" x 14" — nationally distributed to Deltah dealers!



## EVANS PURSES

Full-page, full-color ad (see cut) appears in November issue of Harper's Bazaar.

**WINDOW DISPLAY CARDS** (not illustrated) in full-color — Evans distributes 25,000 to dealers from coast to coast.

For extra ad proofs, other information, write to:

Mr. Alfred F. Reilly  
Evans Case Co.  
North Attleboro, Mass.



# COLOR-IN CONTEST

As used in the 250-theatre advance premiere in the following states: Indiana, Ohio, West Virginia, Kentucky and Pennsylvania.

## How to Use Them:

### FOR NEWSPAPERS

Plant 1 a day for 3 days in advance of opening — award pass prizes.

### AS THEATRE THROWAWAY

Display winning entries on lobby board.

### AS PACKAGE STUFFER

Work it with cooperation of local merchant!



NOTE: Two illustrations (above) shown here in reduced size. All three illustrations measure 2 col. each (see cut at right), are available all on 1 mat.

## "THE STORY OF SEABISCUIT" COLOR-IN CONTEST



ORDER "Color-In Mat No. 719-201-X" from National Screen Service Exchange.



## TALENT MUST BE NATURAL, SAYS SHIRLEY

Shirley Temple has now definitely made the transition into the select ranks of full-fledged young dramatic motion picture stars on her own and not as a result of her past fame as a child star. A beautiful young lady who is now a wife and mother, Shirley, just the other side of 20, with long camera experience behind her, aided in greater part by acting talent, has emerged as an actress of the first rank since her roles in "Since You Went Away," "Fort Apache" and "Adventure in Baltimore."

Now comes another great role as the colleen who comes from Ireland with her uncle, played by Barry Fitzgerald, to charm the dashing racing circles in the colorful blue grass country of Kentucky. The film is Warner Bros.' "The Story Of Seabiscuit," in Technicolor, due ..... at the ..... Theatre.

A recent interview showed that Shirley had definite ideas about the raising of her little daughter, Linda Susan, and the possibility of an acting career for her.



SHIRLEY TEMPLE

Still ST-52

Mat 719-1B

"Susan's life will be her own," says Shirley. "If she shows an early talent for singing or for dancing, we will see that she gets proper training and guidance."

The screen star believes that if a child has talent it will develop and assert itself naturally. "If it's not there, well, it's just not there, and no forcing!" she added strongly.

"So either way it works," Shirley hopes, "Susan is going to live her own happy life."

### Horse-scents!

Sea Voyager, who plays the part of his daddy, Seabiscuit, in Warner Bros.' Technicolor film, "The Story Of Seabiscuit," now at the ..... Theatre, was everybody's pet during the making of the picture. But when they brought him into the gallery to make still photographs with Shirley Temple, Barry Fitzgerald and Lon McCallister, he got as temperamental as any human star.

"It's that blanket of roses you got draped over him," explained Tex, his groom. "He's never been in a winner's circle before—and he don't know what to make of them flowers!"

Featured in the cast are Rosemary DeCamp, Pierre Watkin and Donald MacBride. William Jacobs produced "The Story Of Seabiscuit" for Warner Bros.



SHIRLEY TEMPLE and Lon McCallister provide the heart interest in Warner Bros.' Technicolor film, "The Story Of Seabiscuit," coming ..... to the ..... Theatre.

Still 719-632

Mat 719-2D

## Romantic Racing Yarn Has Shirley Temple

A heartwarming love story that brings the grown-up Shirley Temple together with Lon McCallister to the screen, is in store for ..... Theatre patrons next ..... when "The Story Of Seabiscuit," the thrilling Warner Bros. film in Technicolor begins a week's engagement.

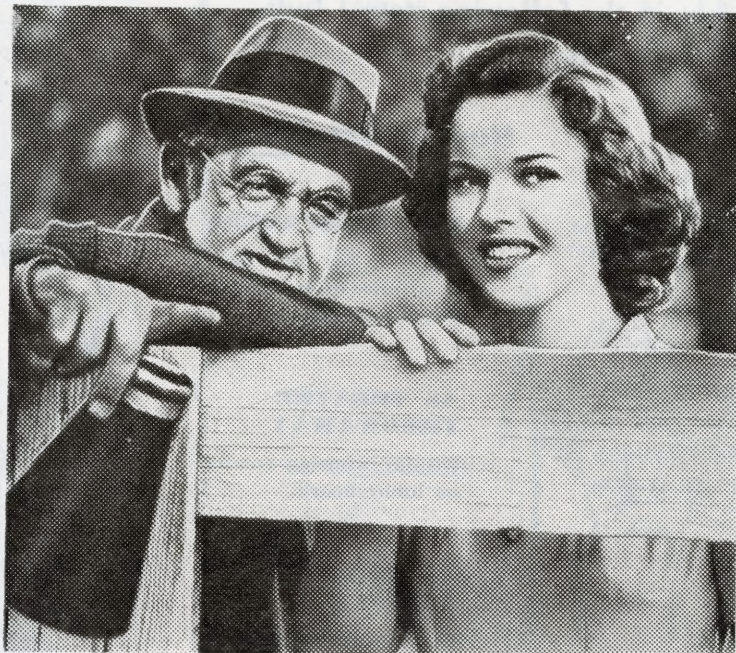
With the inimitable Barry Fitzgerald, Irish character actor and comic, co-starring in a leading role, this film story, which employs as its background the events and racing career surrounding the life of the amazing Seabiscuit, promises more than its share of cinematic thrills.

Seabiscuit, from the stable of C. S. Howard, California sportsman, came along in turf annals a few years ago when as a four-year-old, the doughty little horse romped to fame, and fortune for his owner, by beating everything in sight, including War Admiral,

another great competitor, in a special match. He amassed one of the greatest earning totals in all racing history.

Barry Fitzgerald plays the trainer who retains such great faith in a horse that has not shown much form as a two- or three-year-old, while Shirley Temple is his niece whose brother has been killed in a race in Ireland. When Lon McCallister, one of the top jockeys in the sport, falls in love with Shirley, she tries to persuade him to quit riding and she succeeds—up to the point where Seabiscuit needs a jockey for one of the most important races of his career.

Filmed in color by Technicolor, "The Story Of Seabiscuit" promises to be pictorially thrilling as well, what with some of the nation's leading tracks, with their attendant colorful crowds and Race Days, playing an important part in the film.



BARRY FITZGERALD and Shirley Temple seem satisfied with the results of the 'Biscuit's' work-out in a scene from the Technicolor film, "The Story Of Seabiscuit," produced by Warner Bros.

Still 719-69

Mat 719-2B

## AIR FORCE VET ROMANTIC LEAD IN WARNER FILM

Lon McCallister, like his current screen sweetheart, Shirley Temple, was born within a few miles of the Hollywood motion picture studios and has been in film work since his early teens. However, Shirley began as a child.

Their present association of talents is in "The Story Of Seabiscuit," a Warner Bros. Technicolor film in which Barry Fitzgerald is co-starred. The film opens ..... at the ..... Theatre.

Lon's career has been self-planned since boyhood, when he joined a boys' choir that was frequently hired for picture work. He stepped from that to the Central Casting extra player list, played extra roles and small bits in more than 50 pictures. He got his big break when he was cast for the part of 'California' in "Stage Door Canteen."

After drawing a prominent role in "Home In Indiana" the war drew him into the Army Air Forces and he was ordered to report for a small part in the Air Force show, "Winged Victory."



LON McCALLISTER

Still 719-635

Mat 719-1C

He completed the cross country tour with this company and was ordered to the Air Transport Command and sent to Alaska with Special Services to organize radio broadcasts and accompany U.S.O. units to Alaskan and Canadian bases.

McCallister is still one of Hollywood's most eligible bachelors. An excellent cook, he has been aptly named 'the culinary answer to any woman's prayer.'

### Like Fodder,

### Like Sons

Two of Seabiscuit's sons will be seen as their famous racehorse sire in Warner Bros.' "The Story Of Seabiscuit."

Sea Gambol will appear as Seabiscuit at two years, and Sea Voyager as the great money-winning 'Biscuit' at three years.

Both horses are said to be exact images of their sire, and were selected from among 75 horses which Producer William Jacobs and Director David Butler looked over for the important horse part.

Coming to the ..... Theatre, "The Story Of Seabiscuit" is in color by Technicolor with Shirley Temple, Barry Fitzgerald and Lon McCallister heading the cast. William Jacobs produced the film for Warner Bros. studio, with Butler directing.



## TOP RACEHORSE IN ACTION PIC FOR WARNERS

Warner Bros.' Technicolor production, "The Story Of Seabiscuit," fuses a number of proven celluloid ingredients together with a novelty element that should find wide appeal to Theatre audiences when the film begins its engagement today.

First, the tender love story with the screen's appealing sweethearts, Shirley Temple and Lon McCallister, and it is here that Shirley again proves she belongs among the full-fledged young dramatic actresses of today.

Second, the Father Fitzgibbon of "Going My Way," Academy Award-winning Barry Fitzgerald gives another performance, displaying his whimsical Irish charm in a characterization that is said to be among his best.

Then there is the equine Horatio Alger story of the great Seabiscuit himself, a gangling yearling with bulgy knees almost always a loser as a two- and three-year-old, who suddenly as a four-year-old, running under the colors of California sportsman Charles S. Howard, becomes the sensation of the American turf world.

According to advance reports, "The Story Of Seabiscuit" may well be one of the top action films this season.

## FILM 'MOTHER' HAS WIFE ROLE

Rosemary DeCamp, whose mother roles in many pictures have brought her considerable fame, is currently appearing in the role of Mrs. C. S. Howard, wife of the owner of Seabiscuit in Warner Bros.' "The Story Of Seabiscuit," coming to the Theatre on .....

Miss DeCamp joins a stellar cast headed by Shirley Temple, Barry Fitzgerald and Lon McCallister.

As Mrs. Howard, Miss DeCamp will be the screen wife of Pierre Watkin, playing the Charles Howard role in the Technicolor film.

Previous roles played by Rosemary DeCamp include those of "This Is The Army," "Yankee Doodle Dandy," "Nora Prentiss" and "Night Unto Night."

### Actual Race Film In Technicolor Pic

Actual footage of Seabiscuit's two greatest races is incorporated into Warner Bros.' Technicolor production, "The Story Of Seabiscuit," now at the Theatre.

The 'Biscuit's' four-length victory over War Admiral in a match race at Pimlico, and his victory in his third try for the Santa Anita handicap—his final race—show the late world's leading money winner in authentic action. Throughout the rest of the picture, "Sea Voyager" impersonates his illustrious sire.

Shirley Temple stars in the film with Barry Fitzgerald as the trainer and Lon McCallister the jockey.

#### Home Towns

Shirley Temple  
Santa Monica, Cal.  
Barry Fitzgerald  
Dublin, Ireland  
Lon McCallister  
Los Angeles, Cal.



LON McCALLISTER and Shirley Temple pose with their 'favorite' in Warner Bros.' Technicolor romantic, racing yarn, "The Story Of Seabiscuit," due at the Theatre.  
Still 719-616 Mat 719-2C

## COLUMN ITEMS

Seabiscuit was a long time getting started in his spectacular career. He was just a fair two-year-old, ordinary at three, but really came into his own at four.

Seabiscuit raced against all comers on 24 different tracks from coast to coast and is estimated to have traveled some 50,000 miles. He set 14 different track records.

Seabiscuit's sire, Hard Tack, was so unmanageable at the post that he seldom raced, but Seabiscuit was noted for his good manners following his two-year-old season.

Always a gentleman, Seabiscuit lost three important races to members of the fair sex. He dropped the Motor City Handicap in Detroit to the fleet Myrtlewood in his first start in the Howard colors. Esposa beat him by a nose in the Bowie handicap, and the champion filly, Jacola, trounced the 'Biscuit' in the Laurel Stakes.

Seabiscuit was inclined to loaf and paid scant attention to horses coming behind him.

His trainer finally cut slits in his blinkers and coached the rider to whip the 'Biscuit' when a pursuing horse came in sight. The 'Biscuit' learned that a horse which he could see ranging alongside meant a cut with the whip, and he loafed little after that.

When he won the Santa Anita handicap, some 75,000 persons were in the grandstand, said to be the largest crowd ever to attend a race in the United States. His 2:01-1/5 set a track record, and at that time was the second-fastest 10-furlong race in American history.

When he was retired after winning the Santa Anita Handicap in his third and final try, Seabiscuit was the world's leading money-winning horse, \$437,730.

The great heart which carried Seabiscuit to so many memorable turf triumphs finally gave out, and he died at the Howard ranch, Ridgewood, May 18, 1947, at the age of 14. A bronze statue to his memory now stands at the entrance to Santa Anita park.

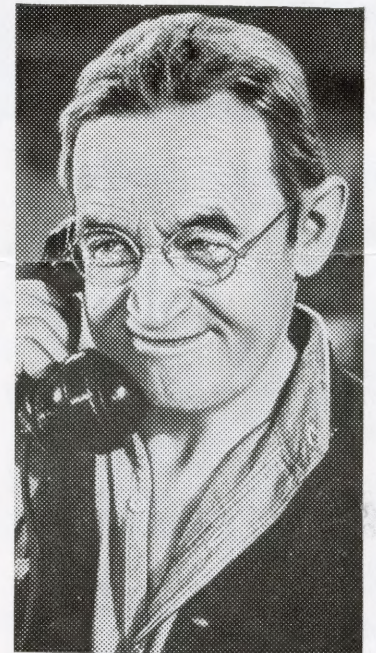
## BARRY PROVES ADAGE—LIFE BEGINS AT 40

Barry Fitzgerald, Irish actor import from the famed Abbey Players, has taken his place in the hearts of American moviegoers as one of the leading character actors of all cinematic time.

When in the last few years in support of the stars of pictures like "Going My Way" and "Welcome Stranger" he added so much to each film by peerless performances, it followed naturally that the role of the sharp-eyed though humorous trainer of Seabiscuit should be handed by Warner Bros. to Barry Fitzgerald.

Life began at 40 it seems, for the wispy little Irish actor. It was then that he decided to give acting, previously a sideline, his full time attention. He toured the United States with the Abbey group in 1931, and in 1937 he received his first offer from Hollywood. It came from director John Ford, to play Fluther Good in the picture version of "The Plough and the Stars."

He found Hollywood and picture work to his liking, and he's been a content resident of the picture village ever since.



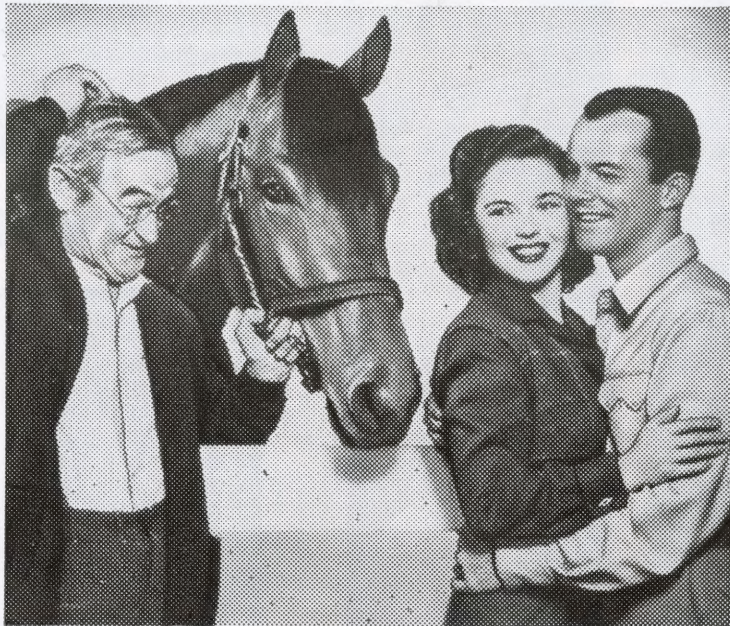
BARRY FITZGERALD  
Still 719-48 Mat 719-1A

The half-pint Irish actor with the Imperial quart brogue now co-stars with Shirley Temple in the Warner Bros. Technicolor film, "The Story Of Seabiscuit," coming to the Theatre.

### 'Biscuit's' Motto: 'Ladies Come First'

One thing you can say about the immortal Seabiscuit, he was always a gentleman. David Butler, directing the Technicolor picture, "The Story Of Seabiscuit" for Warner Bros., points out that while he didn't lose many races after his fourth year, the 'Biscuit' did drop three important engagements, but only to members of the fair sex.

In his first start in the silks of Charles S. Howard he was beaten by Myrtlewood, one of the fastest milers on the American turf. Later he was beaten by the great mare, Esposa and by Jacola, three-year-old champion.



SHIRLEY TEMPLE and Lon McCallister embrace under the approving eyes of Barry Fitzgerald and the 'Biscuit', in "The Story Of Seabiscuit," Warners' new Technicolor film opening at the Theatre.  
Still 719-623 Mat 719-2A

#### Recent Films

SHIRLEY TEMPLE  
"Fort Apache"  
"Adventure in Baltimore"  
BARRY FITZGERALD  
"The Naked City"  
"Top Of The Morning"



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STORY  
OF

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Technicolor

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